



KATZ  
TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

Comments: Separation: 30

Contract # 25140823

Changes as of: 7/22/2016 at 10:22 AM

Version: Current State Version 2

CPE: 750/760/4550

Flight: 8/9/16 - 8/15/16

Station: WTTA

Total \$: \$8,050.00

Agency: TARGETED  
PLATFORM MEDIA

Advertiser: Priorities Usa Action

Market: Tampa-St. Petersburg

Total Spots: 14

650 Massachusetts  
Avenue, NW

Product: TV

Office: WASHINGTON

Total CPP: \$0.00

Washington, DC 20001

Agency Order #: 4930030

Primary Demo:

Total GRP:

Buyer: Thompson, Katie

Con Type: POLITICAL/VOTE

Separation:

Salesperson: BEN WILMETH  
202-872-5880

Assistant: BEN WILMETH  
202-872-5880

| #          | Day/Time           | DP | Program                  | Rate     | Len | 8/9 - 8/9 |  | Total Spots | Total \$   | CPP    | GRP |
|------------|--------------------|----|--------------------------|----------|-----|-----------|--|-------------|------------|--------|-----|
|            |                    |    |                          |          |     | 8/9       |  |             |            |        |     |
| 1          | Tu-F-M<br>5:30p-6p |    | Celebrity Name Game      | \$450.00 | 30  | 3         |  | 3           | \$1,350.00 | \$0.00 | 0.0 |
| 2          | Tu-F-M<br>6p-6:30p |    | Family Feud              | \$650.00 | 30  | 3         |  | 3           | \$1,950.00 | \$0.00 | 0.0 |
| 3          | Tu-F-M<br>6:30p-7p |    | Entertainment Tonight    | \$650.00 | 30  | 3         |  | 3           | \$1,950.00 | \$0.00 | 0.0 |
| 4          | Tu-M<br>8p-9p      |    | NewsChannel 8 News @ 8pm | \$600.00 | 30  | 3         |  | 3           | \$1,800.00 | \$0.00 | 0.0 |
| 5          | Su<br>7p-7:30p     |    | Family Feud              | \$500.00 | 30  | 1         |  | 1           | \$500.00   | \$0.00 | 0.0 |
| 6          | Su<br>7:30p-8p     |    | Family Feud              | \$500.00 | 30  | 1         |  | 1           | \$500.00   | \$0.00 | 0.0 |
| TOTALS: 14 |                    |    |                          |          |     | 14        |  | 14          | \$8,050.00 | \$0.00 | 0.0 |



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Total GRP:

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Con Type: POLITICAL/NOTE

Separation:

Salesperson: BEN WILMETH

Assistant: BEN WILMETH

Separation:

202-872-5880

202-872-5880

Separation:

Special Instructions

### Order Level Comments

| Date/Time         | Added by                   | Comment          |
|-------------------|----------------------------|------------------|
| 07/22/16 10:22 AM | System                     | Notice Received. |
| 07/21/16 6:52 PM  | GOTOSTRATAKDUESTE<br>RHAUS | Separation: 30   |
| 04/06/16 9:58 AM  | BEN WILMETH                | Separation: 30   |

### Competitive Information

|                |           |
|----------------|-----------|
| Market Budget: | \$571,250 |
| WTTA Share:    | 4%        |
| Comment:       |           |
| WFLA:          | 16%       |
| WFTS:          | 16%       |
| WMOR:          | 3%        |
| WSNN:          | 1%        |
| WTOG:          | 1%        |
| WTSP:          | 33%       |
| WTVT:          | 24%       |
| Unknown:       | 2%        |

### Daypart Summary

| Day/Time | % Distrib | Spots | Dollars    | CPP | GRP |
|----------|-----------|-------|------------|-----|-----|
|          | 100%      | 14    | \$8,050.00 | N/A | 0.0 |
| Total    | 100%      | 14    | \$8,050.00 | N/A | 0.0 |

### Monthly Summary

| Month    | Spots | Dollars    |
|----------|-------|------------|
| 2016-Aug | 14    | \$8,050.00 |
| Total    | 14    | \$8,050.00 |

### Transaction History

| Trans                             | Created/Received | Created by                 | Status    | Spot+ | Spot- | \$ Chg      | Contract \$ | Comment   |
|-----------------------------------|------------------|----------------------------|-----------|-------|-------|-------------|-------------|---|
| Revision                          | 7/21/16 6:52 PM  | GOTOSTRATAKDUESTE<br>RHAUS | Confirmed |       | 5     | \$-2,950.00 | \$8,050.00  | Changes: Total \$ from \$11,000.00 to \$8,050.00, Total Spots from 19 to 14. 4 buylines |
| Queued for Electronic Contracting | 5/25/16 3:59 PM  |                            |           |       |       | \$0         | \$0         |   |
| New                               | 4/6/16 9:56 AM   | BEN WILMETH                | Confirmed | 19    |       | \$11,000.00 | \$11,000.00 |   |

**Non-Discrimination Policy**

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



**WTTA**  
**200 S. Parker Street**  
**Tampa, FL 33606**  
**(813) 221-5771**

# CONTRACT

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>869345 /         |   | <u>Alt Order #</u><br>25140823                         |
| <u>Product</u><br>TV                           |   |  |
| <u>Contract Dates</u><br>08/09/16 - 08/15/16   |   | <u>Estimate #</u><br>4550                              |
| <u>Advertiser</u><br>POL/Priorities USA Action |   | <u>Original Date / Revision</u><br>05/25/16 / 07/22/16 |
| <u>Billing Cycle</u><br>EOM/EOC                | <u>Billing Calendar</u><br>Broadcast        | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br>WTTA                        | <u>Account Executive</u><br>Katz Washington | <u>Sales Office</u><br>Katz/Washingto                  |
| <u>Special Handling</u>                        |   |  |
| <u>Demographic</u><br>Adults 25-54             |   |  |
| <u>Agency Code</u>                             | <u>Advertiser Code</u><br>750               | <u>Product 1/2</u><br>760                              |
| <u>Agency Ref</u>                              |   | <u>Advertiser Ref</u>                                  |

And:

**Targeted Platform Media**  
**1291 Hollywood Avenue**  
**Annapolis, MD 21403**  
**USA**

| *Line         | Ch    | Start Date        | End Date        | Description      | Start/End Time   | Days | Length | Spots/Week        | Rate        | Rtn | Type | Spots     | Amount            |
|---------------|-------|-------------------|-----------------|------------------|------------------|------|--------|-------------------|-------------|-----|------|-----------|-------------------|
| N 1           | WTTA  | 08/09/16          | 08/15/16        | M-F 530p-6p      | M-F 530p-6p      |      | :30    |                   |             |     | NM   | 3         | \$1,350.00        |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |           |                   |
|               | Week: | 08/09/16          | 08/15/16        | MTWTF--          |                  |      |        | 3                 | \$450.00    |     |      |           |                   |
| N 2           | WTTA  | 08/09/16          | 08/15/16        | M-F 6p-630p      | M-F 6p-630p      |      | :30    |                   |             |     | NM   | 3         | \$1,950.00        |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |           |                   |
|               | Week: | 08/09/16          | 08/15/16        | MTWTF--          |                  |      |        | 3                 | \$650.00    |     |      |           |                   |
| N 3           | WTTA  | 08/09/16          | 08/15/16        | M-F 630p-7p      | M-F 630p-7p      |      | :30    |                   |             |     | NM   | 3         | \$1,950.00        |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |           |                   |
|               | Week: | 08/09/16          | 08/15/16        | MTWTF--          |                  |      |        | 3                 | \$650.00    |     |      |           |                   |
| N 4           | WTTA  | 08/09/16          | 08/15/16        | M-Su 8p Newscast | M-Su 8p Newscast |      | :30    |                   |             |     | NM   | 3         | \$1,800.00        |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |           |                   |
|               | Week: | 08/09/16          | 08/15/16        | MTWTFSS          |                  |      |        | 3                 | \$600.00    |     |      |           |                   |
| N 5           | WTTA  | 08/14/16          | 08/14/16        | Su 7p-730p       | Su 7p-730p       |      | :30    |                   |             |     | NM   | 1         | \$500.00          |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |           |                   |
|               | Week: | 08/08/16          | 08/14/16        | -----S           |                  |      |        | 1                 | \$500.00    |     |      |           |                   |
| N 6           | WTTA  | 08/14/16          | 08/14/16        | Su 730p-8p       | Su 730p-8p       |      | :30    |                   |             |     | NM   | 1         | \$500.00          |
|               |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |           |                   |
|               | Week: | 08/08/16          | 08/14/16        | -----S           |                  |      |        | 1                 | \$500.00    |     |      |           |                   |
| <b>Totals</b> |       |                   |                 |                  |                  |      |        | <b>0.00</b>       |             |     |      | <b>14</b> | <b>\$8,050.00</b> |

| Time Period         | # of Spots | Gross Amount      | Agency Comm.        | Net Amount        |
|---------------------|------------|-------------------|---------------------|-------------------|
| 08/01/16 - 08/15/16 | 14         | \$8,050.00        | (\$1,207.50)        | \$6,842.50        |
| <b>Totals</b>       | <b>14</b>  | <b>\$8,050.00</b> | <b>(\$1,207.50)</b> | <b>\$6,842.50</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.